

CLAIMS

What is claimed is:

- 1 1. A method for providing enterprise event marketing and management
2 automation comprising the steps of:
3 (a) providing a website including online tools for event marketing
4 and management;
5 (b) allowing a user in communication with the website to create an
6 event page and a registration page associated with an event
7 utilizing the online tools, the event page including a link to the
8 registration page;
9 (c) forwarding the event page to a participant to enable the
10 participant to establish communication with the registration page
11 utilizing the link;
12 (d) forwarding the registration page to the participant to be completed
13 and returned in response to the communication;
14 (e) receiving the registration page and in response thereto
15 communicating a confirmation to the participant; and
16 (f) communicating to the user the information received from the
17 participant in order to allow for event marketing and
18 management.

- 1 2. A method as recited in claim 1, further comprising associating a fee with the
2 event.

- 1 3. A method as recited in claim 2, wherein the fee for the event is requested
2 from the participant in response to receiving the registration page.

- 1 4. A method as recited in claim 1, further comprising querying the participant
2 for information associated with participant attendance to the event.

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- 1 5. A method as recited in claim 1, wherein previously created event pages are
2 utilized for creating at least one of new events and new registration pages.
- 1 6. A method as recited in claim 1, further comprising storing a contact file of
2 the user.
- 1 7. A method as recited in claim 6, wherein the participant is selected from the
2 contact file.
- 1 8. A method as recited in claim 6, wherein the stored file is imported from
2 another source.
- 1 9. A method as recited in claim 6, further comprising exporting the contact file.
- 1 10. A method as recited in claim 1, further comprising generating participant
2 parameters, wherein the participant is forwarded the event page according to
3 the participant parameters.
- 1 11. A method as recited in claim 1, further comprising associating a promotion
2 code with the event in accordance with instructions from the user.
- 1 12. A method as recited in claim 1, wherein a registration template is utilized to
2 create the registration page.
- 1 13. A method as recited in claim 1, further comprising grouping a plurality of
2 events under a single event.
- 1 14. A method as recited in claim 1, wherein the event has a maximum participant
2 capacity associated therewith.

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- 1 15. A method as recited in claim 14, further comprising presenting the
2 participant with the option of being waitlisted where maximum capacity has
3 been reached.
- 1 16. A method as recited in claim 14, wherein the user receives a notification
2 when a predetermined percentage of maximum participant capacity is
3 reached.
- 1 17. A method as recited in claim 16, wherein the user is allowed to modify the
2 maximum participant capacity in response to the notification.
- 1 18. A method as recited in claim 1, wherein the confirmation includes a ticket
2 for admission to the event.
- 1 19. A method as recited in claim 1, further comprising generating a report about
2 the event for at least one of the user and the participant.
- 1 20. A method as recited in claim 19, wherein the report includes information
2 pertaining to at least one of budget, expenses, revenues, travel,
3 accommodations, participant information, event details, attendance details,
4 sub-organization, cross-events, profiling, scheduling, registration, change
5 between data conveyed on specified dates, and change between data
6 conveyed at specified times.
- 1 21. A method as recited in claim 19, wherein the report may be generated
2 according to at least one of a schedule.
- 1 22. A method as recited in claim 19, wherein the report includes at least one of
2 an ad hoc report and a canned report.

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- 1 23. A method as recited in claim 1, further comprising providing the user with
2 data for tracking at least one of budget, expenses, and revenue.
- 1 24. A method as recited in claim 1, further comprising grouping one or more
2 events into event categories.
- 1 25. A method as recited in claim 1, further comprising providing to the
2 participant at least one of accommodation information and travel
3 information.
- 1 26. A method as recited in claim 1, further comprising organizing participants
2 into groups.
- 1 27. A method as recited in claim 1, further comprising assigning a type to a
2 participant.
- 1 28. A method as recited in claim 1, further comprising providing at least one of
2 specified travel and accommodations according to participant type.
- 1 29. A method as recited in claim 1, further comprising assigning a login to the
2 participant.
- 1 30. A method as recited in claim 1, further comprising forwarding a survey to
2 the participant.
- 1 31. A method as recited in claim 1, further comprising receiving information
2 related to a guest of the participant on the registration page.
- 1 32. A method as recited in claim 1, wherein travel can be arranged utilizing an
2 online booking system.

- 1 33. A system for providing a system and method for enterprise event marketing
2 and management automation:
- 3 (a) means for providing a website including online tools for event
4 marketing and management;
- 5 (b) means for allowing a user in communication with the website to
6 create an event page and a registration page associated with an
7 event utilizing the online tools, the event page including a link to
8 the registration page;
- 9 (c) means for forwarding the event page to a participant to enable the
10 participant to establish communication with the registration page
11 utilizing the link;
- 12 (d) means for forwarding the registration page to the participant to be
13 completed and returned in response to the communication;
- 14 (e) means for receiving the registration page and in response thereto
15 communicating a confirmation to the participant; and
- 16 (f) means for communicating to the user the information received
17 from the participant in order to allow for event marketing and
18 management.
- 1 34. A system as recited in claim 33, further comprising means for associating a
2 fee with the event.
- 1 35. A system as recited in claim 34, wherein the fee for the event is requested
2 from the participant in response to receiving the registration page.
- 1 36. A system as recited in claim 33, further comprising means for querying the
2 participant for information associated with participant attendance to the
3 event.
- 1 37. A system as recited in claim 33, wherein previously created event pages are
2 utilized for creating at least one of new events and new registration pages.

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- 1 38. A system as recited in claim 33, further comprising means for storing a
2 contact file of the user.
- 1 39. A system as recited in claim 38, wherein the participant is selected from the
2 contact file.
- 1 40. A system as recited in claim 33, further comprising means for generating
2 participant parameters, wherein the participant is forwarded the event page
3 according to the participant parameters.
- 1 41. A system as recited in claim 33, further comprising means for associating a
2 promotion code with the event in accordance with instructions from the user.
- 1 42. A system as recited in claim 33, wherein a registration template is utilized to
2 create the registration page.
- 1 43. A system as recited in claim 33, further comprising means for generating a
2 report about the event for at least one of the user and the participant.
- 1 44. A system as recited in claim 33, wherein the event has a maximum
2 participant capacity associated therewith.
- 1 45. A system as recited in claim 44, further comprising means for presenting the
2 participant with the option of being waitlisted where maximum capacity has
3 been reached.
- 1 46. A system as recited in claim 44, wherein the user receives a notification
2 when a predetermined percentage of maximum participant capacity is
3 reached.

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- 1 47. A system as recited in claim 46, wherein the user is allowed to modify the
2 maximum participant capacity in response to the notification.
- 1 48. A system as recited in claim 33, wherein the confirmation includes a ticket
2 for admission to the event.
- 1 49. A computer program embodied on a computer readable medium for
2 providing enterprise event marketing and management automation
3 comprising:
4 (a) a code segment that provides a website including online tools for
5 event marketing and management;
6 (b) a code segment that allows a user in communication with the
7 website to create an event page and a registration page associated
8 with an event-utilizing the online tools, the event page including a
9 link to the registration page;
10 (c) a code segment that forwards the event page to a participant to
11 enable the participant to establish communication with the
12 registration page utilizing the link;
13 (d) a code segment that forwards the registration page to the
14 participant to be completed and returned in response to the
15 communication;
16 (e) a code segment that receives the registration page and in response
17 thereto communicating a confirmation to the participant; and
18 (f) a code segment that communicates to the user the information
19 received from the participant in order to allow for event
20 marketing and management.
- 1 50. A computer program as recited in claim 49, further comprising a code
2 segment that associates a fee with the event.

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- 1 51. A computer program as recited in claim 50, wherein the fee for the event is
2 requested from the participant in response to receiving the registration page.
- 1 52. A computer program as recited in claim 49, further comprising a code
2 segment that queries the participant for information associated with
3 participant attendance to the event.
- 1 53. A computer program as recited in claim 49, wherein previously created event
2 pages are utilized for creating at least one of new events and new registration
3 pages.
- 1 54. A computer program as recited in claim 49, further comprising a code
2 segment that stores a contact file of the user.
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- 1 55. A computer program as recited in claim 54, wherein the participant is
2 selected from the contact file.
- 1 56. A computer program as recited in claim 49, further comprising a code
2 segment that generates participant parameters, wherein the participant is
3 forwarded the event page according to the participant parameters.
- 1 57. A computer program as recited in claim 49, further comprising a code
2 segment that associates a promotion code with the event in accordance with
3 instructions from the user.
- 1 58. A computer program as recited in claim 49, wherein a registration template is
2 utilized to create the registration page.

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1 59. A computer program as recited in claim 49, further comprising a code
2 segment that generates a report about the event for at least one of the user
3 and the participant.

1 60. A computer program as recited in claim 49, wherein the event has a
2 maximum participant capacity associated therewith.

1 61. A computer program as recited in claim 60, further comprising a code
2 segment that presents the participant with the option of being waitlisted
3 where maximum capacity has been reached.

1 62. A computer program as recited in claim 60, wherein the user receives a
2 notification when a predetermined percentage of maximum participant
3 capacity is reached.

1 63. A computer program as recited in claim 62, wherein the user is allowed to
2 modify the maximum participant capacity in response to the notification.

1 64. A computer program as recited in claim 49, wherein the confirmation
2 includes a ticket for admission to the event.